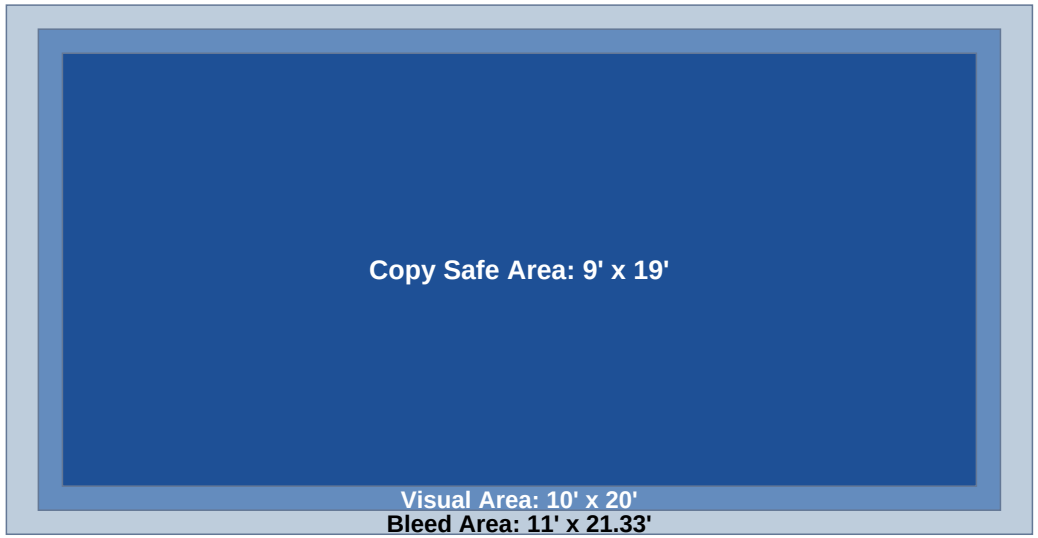
# 10' x 20' Flex-face Vinyl Creative Spec

Location ID: KA-60E




## Instructions for Working in your Design Program

- It doesn't matter too much what design software you use. People often do their design work in Adobe Illustrator or InDesign or Photoshop.
- When you create your design document, work at 1/12 scale in the CMYK colour space: 1 inch (at 600ppi in the design file) = 1 foot (at 50ppi on the print). Set the document up like the diagram and set horizontal and vertical guides. In the design, keep all your text inside the Copy Safe Area.
- Any bitmap images placed in a vector design file must be CMYK at 600ppi, 1/12 scale. This makes images big. If you use small placed bitmap images trivially re-sized, the images will look blocky in the final print. Use an AI uprez program to get placed images the right size.
- Blacks must be "rich black": 50% (C)yan, 50% (M)agenta, 50% (Y)ellow, 100% (K)black.
- Do not print/include template info or crop marks in final design file output. Carry images outside the visual area so they extend into the bleed area. Don't enclose your design in an outline box that is close to the edge of the visual area.

### Set Up Guides in your Design Program (1/12 Scale)

| Axis | Guide Coordinates (Origin: Top-Left of Bleed Area) |
|---|---|
| Horizontal | 0", 0.5", 1", 10", 10.5", 11" |
| Vertical | 0", 0.665", 1.165", 10.665", 20.165", 20.665", 21.33" |

## Prepare Production-ready Design File - Also send a lower resolution .png or .jpg of a static creative visual area preview (no bleed)

- PDF: A press-ready PDF file, generated using the Coast Outdoor Production PDF output preset is preferred. To use the Coast Outdoor Production PDF profile, open this in your browser address window: https://www.coastoutdoor.com/design_file_templates/CoastOutdoorProduction.joboptions and save copy the "CoastOutdoorProduction.joboptions" file into the correct location for your operating system: MAC: Library > Application Support > Adobe > Adobe PDF > Settings Mac OS: User/[username]/Library/Application Support/Adobe/Adobe PDF/Settings Windows 11: Users/[username]/AppData/Roaming/Adobe/Adobe PDF/Settings
- TIFF: If you are using Photoshop or some other non-vector based design program, save the design as a CMYK Tiff (PC). TIFF Must be in CMYK at 600ppi, 1/12 scale: 1 inch (at 600ppi in the design file) = 1 foot (at 50ppi on the print).

coast outdoor
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